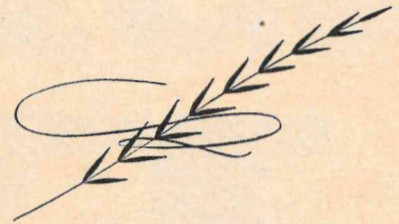
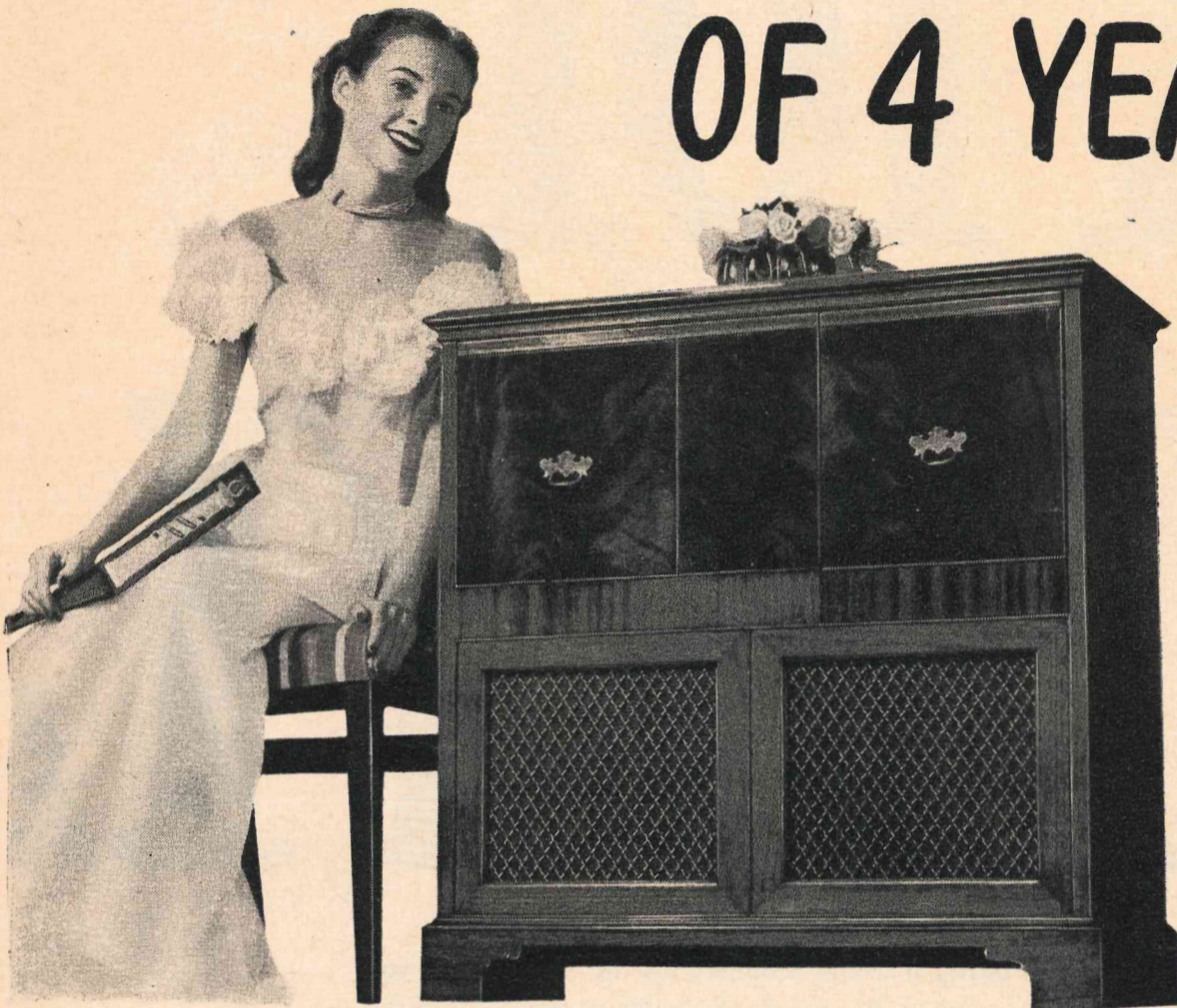


PHILCO RETURNS TO ITS UNBROKEN RECORD OF  
RADIO LEADERSHIP

# 10 YEARS AHEAD OF 4 YEARS AGO!



Thrilling new achievements from the laboratories of Philco, *the leader*, are arriving now at your Philco dealer. Sensational 1946 Philco radios and radio-phonographs . . . *ten years ahead of four years ago*, thanks to new triumphs of modern electronic research. Glorious new beauty of tone from radio and records. Spectacular developments in power and performance. Exquisite new creations in cabinet design. Yes, it's the big news in radio from the overwhelming leader for 12 straight years. Get the full story from your Philco dealer now.

**PHILCO 1213 RADIO-PHONOGRAPH.** An exquisite cabinet of authentic Chippendale design . . . in rare matched Mahogany woods . . . with the newest Philco developments for the full enjoyment of radio and recorded music. Advanced-FM . . . new Dynamic Reproducer . . . new automatic Record Changer . . . plus the most glorious radio-phonograph tone you've ever heard!



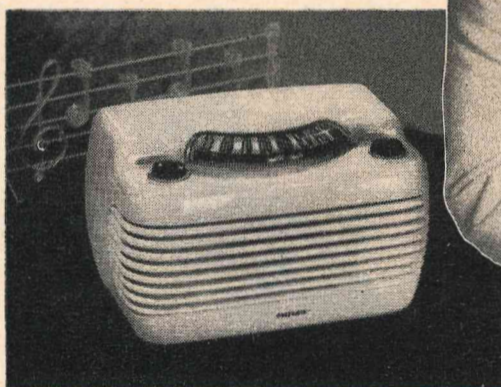
**Just put a record  
in the slot . . .  
And it plays!**

*Amazing Philco invention makes the  
manual radio-phonograph Automatic!*

**PHILCO 1201 RADIO-PHONOGRAPH.** No more fussing with lids, tone arms, controls or needles! You just put any size record in the slot and close the door. It starts, plays and stops *automatically*. (Patent Pending).



**PHILCO 350 PORTABLE.** Far out-performs any portable radio ever built. Tested and proved in the most difficult locations. Plays on any house current or self-contained battery. Light in weight, perfectly balanced, *truly portable!* New, distinctive cabinet.



**PHILCO 420 IVORY.** Outstanding beauty of tone . . . amazing performance in a compact radio. Gleaming ivory plastic cabinet of modern grace and simplicity. Colorful radial dial lights up to give the effect of a softly glowing dome. Superb tone and performance!



**TUNE IN:** The Radio Hall of Fame, Sundays, 6 P. M., EST; Don McNeill and the Breakfast Club, Monday through Friday, 9:45 A. M., EST; ABC (Blue) Network.

# PHILCO

*Famous for Quality the World Over*